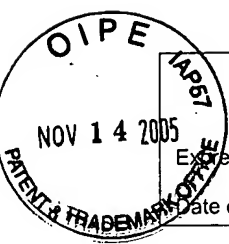


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DEPOSIT INFORMATION

Express Mail Label No.: EV 328977307 US

Date of Deposit: November 14, 2005

BRINKS
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln of: Elliot Yasnovsky et al.

U.S. Patent Application Serial
No.: 10/700,837

U.S. Filing
Date: November 3, 2003

For: SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

Attorney Docket No: 12729/38

Examiner: Le, Khanh H.

Group Art Unit: 3622

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Response And Amendment
- ☒ Return Receipt Postcard

Fee calculation:

- ☐ No additional fee is required.
- ☐ Small Entity.
- ☐ An extension fee in an amount of \$_____ for a _____(-) month extension of time under 37 C.F.R. § 1.136(a).
- ☐ A petition or processing fee in an amount of \$_____ under 37 C.F.R. § 1.17(_____).
- ☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x \$100=			x \$200=	
First Presentation of Multiple Dep. Claim					+ \$180=			+ \$360=	
					Total	\$		Total	\$

Fee payment:

- ☐ A check in the amount of \$_____ to cover the above-identified fee(s) is enclosed.
- ☐ Please charge Deposit Account No. 23-1925 in the amount of \$_____. A copy of this Transmittal is enclosed for this purpose.
- ☐ Payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).
- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

November 14, 2005
November 14, 2005

Scott A. Timmerman
Scott A. Timmerman (Reg. No. 55,678)



Express Mail" mailing label number EV 328977307 US

Date of Deposit: November 14, 2005

BHGL Ref. No. 12729/038

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky, et. al.

Serial No.: 10/700,837

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For: SELF-SERVICE PLATFORM FOR
SELLING ADVERTISING

RESPONSE AND AMENDMENT

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated August 11, 2005, please enter the following response and amendment: